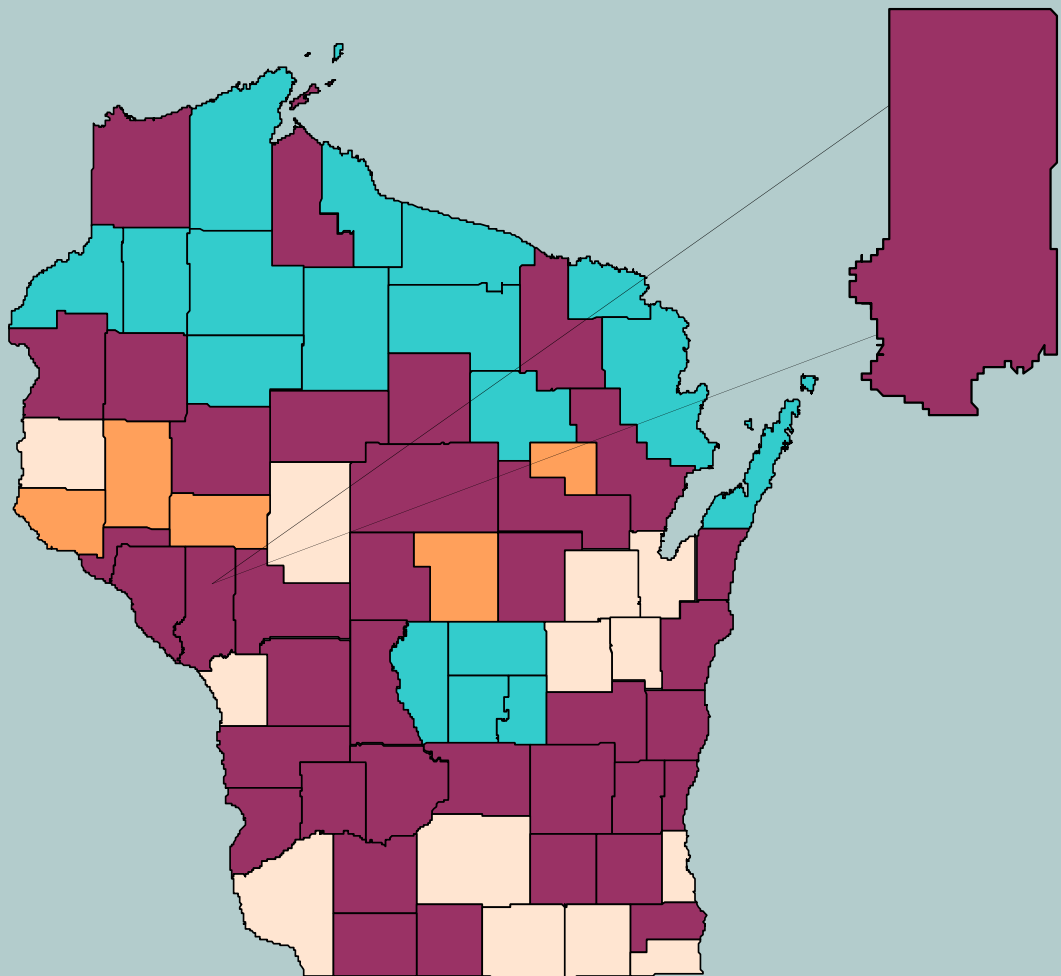


Trempealeau County Workforce Profile

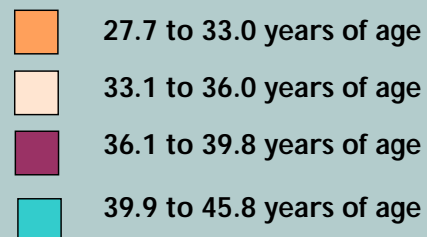
An Aging State: Median Age by County, 2000



Your complete
guide to the
state of the
labor force of
today and a
glimpse into
the economy of
tomorrow.



State of Wisconsin
Department of Workforce Development
October 2002



Source: Census 2000 of the United States



County Population

During the first year of the new millennium, Trempealeau County's population increased 0.8 percent, 0.1 of a percentage point faster than the rate of growth reported at the state and national level. The fastest growing municipality in Trempealeau County during 2001 was Arcadia, experiencing an 1.9 percent increase in population during the year.

Increases in Trempealeau County's population between the 1990 and 2000 Censuses were respectable compared to neighboring counties, but did not keep pace with state or national grow rates during the decade. The 1990 Census reported Trempealeau County's total population at 25,243. The population total reported for Trempealeau County from Census 2000 was 27,010, an increase of 1,747 and a 6.9 percent growth rate. During the 90s decade the national population grew by 13.1 percent and the state population grew by 9.6 percent.

The population increase in Trempealeau County during the 1990s decade was a drastic change from the trend in Trempealeau County population during the 1980s, a decade in which county population fell by three percent. It wasn't until 1998 that Trempealeau County recouped these populations losses,

surpassing the 1980 population level of 26,158.

Some of the fastest growing Trempealeau County municipalities during the 90s decade include; the Village of Trempealeau - grew 26.9 percent, Blair - grew by 13 percent, and Galesville - where population grew by a 11.7 percent rate.

When looking at population changes at the county level, there are a number of factors that contribute to growth or decline in the county's population. By examining the components of change in the county's population, which include births, deaths, and migration, we see that Trempealeau County is heavily dependent on migration of residents into the county to increase the county's population. About 70 percent of the population increase recorded in Trempealeau County in the 90s decade was due to persons moving into the county and of the 219 new residents in the county in 2001, 201 were residents that moved into the county, while only 18 new residents were added as a result of the county's birth rate exceeding it's death rate.

Trempealeau County, as many Wisconsin Counties,
(Continued on page 2)

Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Trempealeau County	27,010	27,229	0.8%

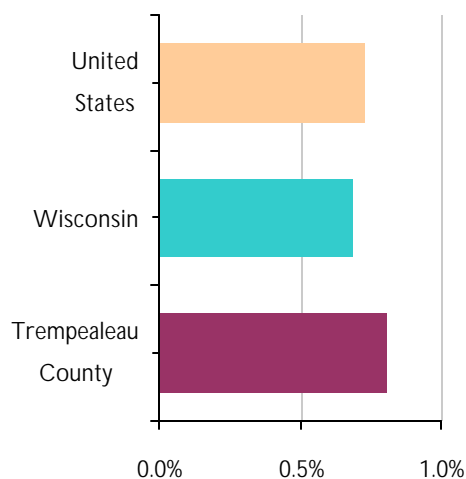
Ten Largest Municipalities

Arcadia, City	2,402	2,403	0.0%
Osseo, City	1,669	1,672	0.2%
Whitehall, City	1,651	1,657	0.4%
Trempealeau, Town	1,618	1,639	1.3%
Arcadia, Town	1,555	1,585	1.9%
Galesville, City	1,427	1,440	0.9%
Gale, Town	1,426	1,437	0.8%
Trempealeau, Village	1,319	1,341	1.7%
Blair, City	1,273	1,291	1.4%
Ettrick, Town	1,284	1,287	0.2%

* Trempealeau portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001



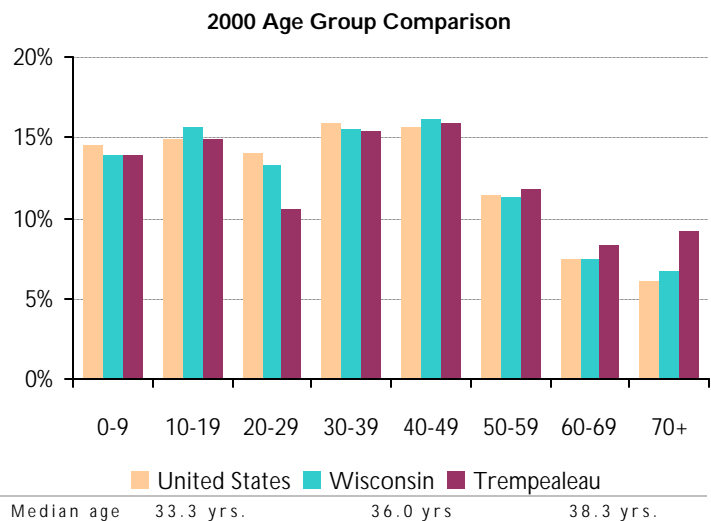


State of Wisconsin - Trempealeau County

is experiencing an aging resident population. Trempealeau County's average age has been on the rise for several decades now. In 1980, the average age of a Trempealeau County resident was 31.9, in 1990 it was 35.7, and by the year 2000 the average age of a Trempealeau County resident had climbed to 38.3 years old.

When examining the age cohort charts on the right, one notices that the percentage of the Trempealeau County resident population in the 0-9, 20-29, and 30-39 year old age cohorts make up a substantially smaller part of Trempealeau County's population than those same cohorts do on a state or national level. It would appear that a large percentage of the population in the 10-19 year old age cohort migrates out of the county once their high school education is complete.

The percentage of the Trempealeau County resident population in the 50-59, 60-69, and 70+ year old age cohorts make up a substantially larger part of Trempealeau County's population than those same cohorts do on a state or national level. These cohorts will continue to gain population share in Trempealeau County in the future. The demo-



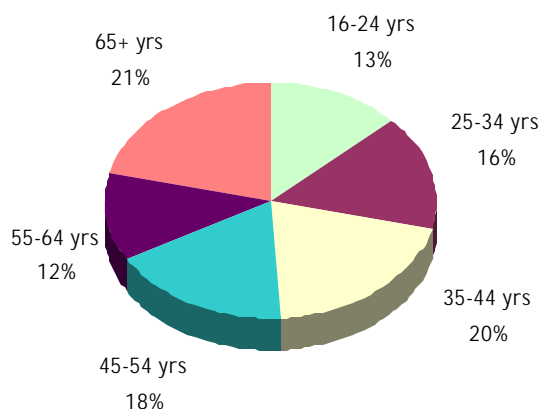
Source: US Department of Commerce, Census Bureau, *Census 2000*

graphic shift away from a youthful population toward an older population will present future challenges for Trempealeau County employers.

Employers in Trempealeau County that count on workers aged 16-29 are finding it increasingly difficult to find and retain workers. They are turning to other age cohorts and different recruitment methods in order to help fill their needs.

County Civilian Labor Force

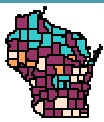
Trempealeau County Labor Force Age Groups



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

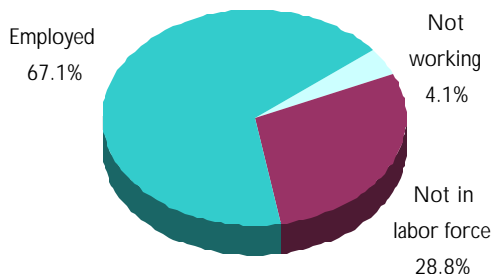
The labor force is the sum of employed and unemployed persons who are 16 years old and older. Readers should keep in mind that people who are "not working" includes people who are "unemployed" and people who are "not in the labor force". "Unemployed" does not include all people who are "not working", some people who are not working are not technically unemployed. Examples of people who are not working but who are not unemployed are: retirees, fulltime students choosing not to work, persons with too many employment barriers to enter the work force, persons that have become discouraged and stopped looking for work, or other people who choose not to work or look for work. Persons in a prison, mental institution, or nursing home are not counted as mem-

(Continued on page 3)



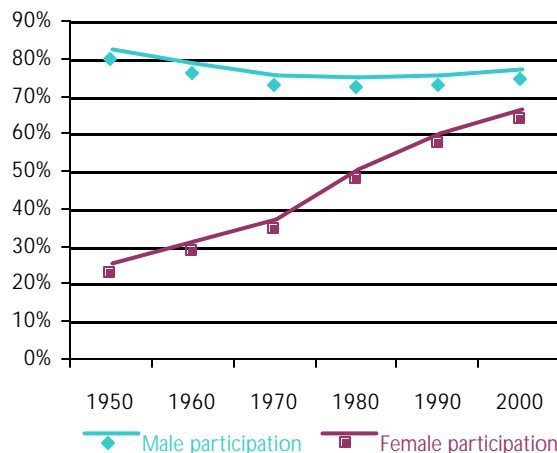
State of Wisconsin - Trempealeau County

2001 Labor Force Participation



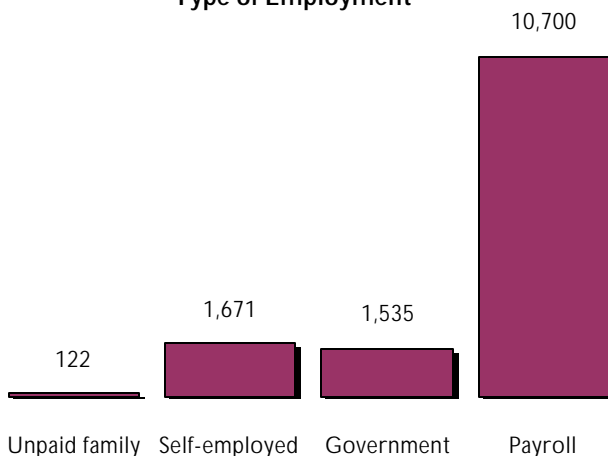
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Type of Employment



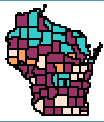
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

bers of the labor force, nor are they counted as unemployed. The pie chart displayed on the left provides estimates of employed, unemployed and those "not in the labor force" as a percentage of the civilian non-institutional population. The "participation rate" is the percentage of the total resident population, aged 16 and over, who are working or seeking employment. Many social and economic factors influence the participation rate in a given area. The number one reason for the dramatic shift in the rate during the last several decades has been caused by the increasing number of females entering the workforce.

In 2001, the participation rate in Trempealeau County was 71.2 percent, a number that increased in Trempealeau County throughout the past decade. Trempealeau County has a substantially higher participation rate than does the nation (67.2), but slightly lower than the State of Wisconsin (73.5). Trempealeau County had the 34th highest participation rate out of Wisconsin's 72 counties in 2001.

Another interesting trend that can be analyzed as a result of data released as part of the 2000 census is the changing role of men and women in the workforce. Using data from 1950 to 2000, we see that, over the past fifty years that participation by gender in the county's labor force has followed two divergent trends. Between 1950 and 1980, the male labor force participation rate declined slightly in the county, but has remained relatively stable at about 70 percent for the past twenty years. In stark contrast, the county's female labor force participation rate has risen significantly over the course of the past half-century from around twenty five percent in 1950 to just over sixty percent in 2000. While much has been written about the socioeconomic factors that have led to an increasing number of women in the workforce, the growth that has occurred over the past twenty years has been driven by a pair of demographic and economic factors. First, the female percentage of the population has increased significantly, both nationally and state-wide. Therefore, increased participation is a function, in part of an increase in available female workers. Second, and perhaps, most importantly, the economy of Trempealeau County has continued a pattern of transition from manufacturing and other

(Continued on page 4)



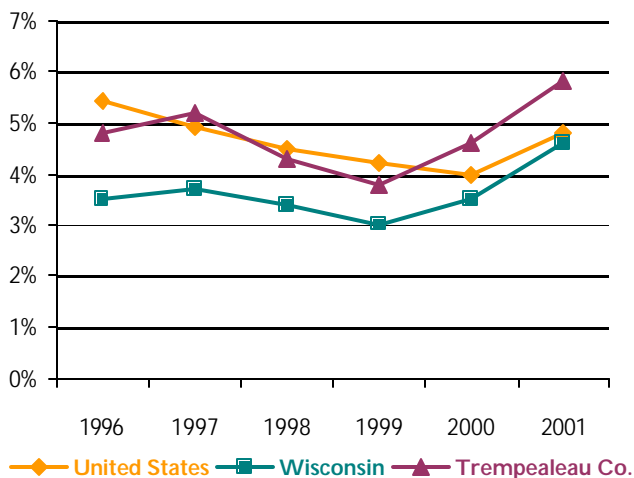
State of Wisconsin - Trempealeau County

"hard industries" to a service-oriented economy, as indicated by the growth of employment in retail trade and service industries, for example. As the economy has shifted away from a focus in traditional industries and occupations, which are commonly male-dominated, an increasing number of opportunities in fields such as health care and education services have been created, thus further spurring growth in female labor force participation.

Trempealeau County workers are mobile. But they are 'going it alone' more than ever before. In the 1990 Census, 64 percent of workers drove alone and 14 percent carpooled. According to Census 2000, 75 percent of Trempealeau County residents drive to work alone and 12 percent carpool.

The time it takes Trempealeau County residents to get to work is increasing. In 1990, the average Trempealeau County worker took 18.8 minutes to get to work, in the year 2000 that jumped to an average commute in minutes of 21.9 minutes. Increased employment growth in Trempealeau County, coupled with population growth in the county led to Trempealeau County residents driv-

Unemployment Rate Comparison

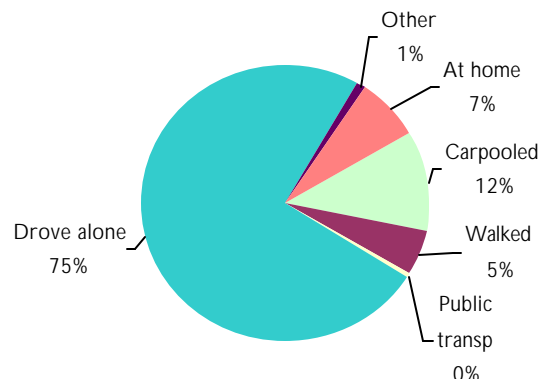


Trempealeau County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	14,700	14,600	14,500	13,900	14,500	14,700
Employed	14,000	13,900	13,800	13,400	13,800	13,800
Unemployed	700	760	620	520	660	850
Unemployment Rate	4.8%	5.2%	4.3%	3.8%	4.6%	5.8%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002

County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, Census 2000

ing father and longer to work.

On of the last pieces of data released from the Census is destination county commuting data. That is, data on which county residents are driving to other counties for work and how many workers are staying within their county of residence for work. Destination county commuting data from Census 2000 has not been released yet. Census 2000 data released as of this writing does indicate that 71 percent of Trempealeau County residents work within Trempealeau County. About 23 percent of Trempealeau County residents work in another Wisconsin county and seven percent of Trempealeau County residents work in a state other than Wisconsin.

Shifting briefly from our discussion of the employed labor force to a discussion of the unemployed labor force, the chart at the left illustrates the shifts in unemployment over the past five years nationally, statewide, and within Trempealeau County. As is apparent, the county's annual unemployment rate has followed a pattern similar to the state, tracking above the statewide average. Trempealeau County's unemployment rate has been lower than the national rate in three out of the last six years.



County Industry Employment

Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
Total	11,311	11,404	11,704	11,999	12,485	12,427	-0.5%	9.9%
Goods Producing	4,870	4,878	5,109	5,346	5,734	5,748	0.2%	18.0%
Construction & Mining	305	277	286	345	341	301	-11.5%	-1.1%
Manufacturing	4,565	4,601	4,823	5,001	5,393	5,447	1.0%	19.3%
Durable	3,024	3,037	3,199	3,289	3,747	3,997	6.7%	32.1%
Nondurable	1,540	1,564	1,623	1,713	1,647	1,450	-11.9%	-5.9%
Service Producing	6,441	6,525	6,596	6,653	6,751	6,679	-1.1%	3.7%
Transportation, Communications & Utilities	539	500	436	483	553	549	-0.8%	1.7%
Total Trade	1,972	1,945	1,901	1,844	1,871	1,829	-2.2%	-7.3%
Wholesale	383	395	382	394	388	349	-9.9%	-8.9%
Retail	1,589	1,550	1,519	1,450	1,483	1,480	-0.2%	-6.9%
Finance, Insurance, and Real Estate	276	291	308	306	320	333	3.9%	20.6%
Services & Misc.	1,859	1,945	2,006	2,062	1,961	1,887	-3.8%	1.5%
Total Government	1,794	1,845	1,943	1,958	2,046	2,082	1.7%	16.0%

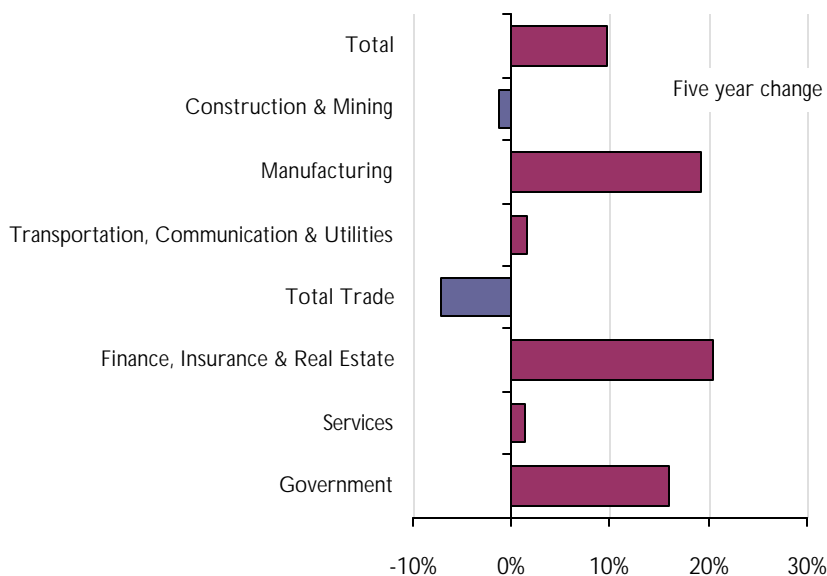
Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Thus, this information is often referred to as "place of work" data.

At first glance, it would appear that the finance, insurance and real estate industry has been a key growth sector in the last five years in the Trempealeau County economy. Finance employment increased by 20.6 percent during the time period 1996-2001. However, numerical gains during this time period for the finance industry were just 57

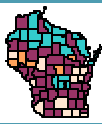
jobs. More impressive on a numerical basis is the increase in jobs in the Trempealeau County manufacturing industry. During the years details above, manufacturing employment increased by almost 900 jobs.

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002

Manufacturing is a large industry in Trempealeau County. When one measures employment based on a percentage of total county employment, Trempealeau County has the third largest manufacturing employment level in the state. Growth in manufacturing employment in Trempealeau County has slowed, but is still growing in a positive direction. Most Wisconsin counties cannot boast similar claims. Most Wisconsin Counties have reported declining manufacturing employment levels during the 2000-2001 time period.



State of Wisconsin - Trempealeau County

Top 10 Private Employers

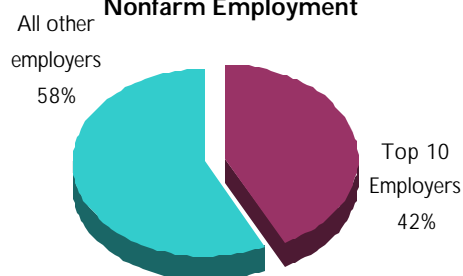
Company	Product or Service	Size
Ashley Furniture Industries	Furniture Manufacturing	1000+
Kelsey Hayes	Plastic Products	250-499
Gold'n Arc	Poultry Processing	250-499
Ashley Distribution Services	Motor Freight Transportation	250-499
Whitehall Specialties Inc.	Dairy Products	100-249
Franciscan Skemp Medical Center	Medical Care	100-249
Tri-County Memorial Hospital	General Hospital	100-249
Meltec	Farm Machinery	100-249
Grand View Care Center	Skilled Nursing Care Facility	100-249
JBI LP	Metal Fabrication	100-249
Osseo Area Hospital & Nursing	General Hospital	100-249

Top 10 Industry Groups

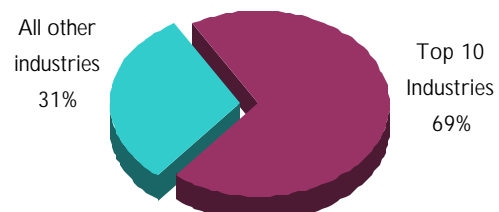
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Furniture and Fixtures	*	*	*	*
Health Services	26	1,127	4	125
Educational Services	8	1,091	-9	135
Food and Kindred Products	11	788	-62	-46
Eating and Drinking Places	57	582	13	-67
Rubber and Misc. Plastics Products	*	*	*	*
Trucking and Warehousing	28	406	-19	-20
Industrial Machinery and Equipment	8	384	-26	-36
Automotive Dealers & Service Stations	25	357	-20	1
Executive, Legislative, and General	27	343	21	-6

*data suppressed to maintain confidentiality

Top 10 Employers' Share of Nonfarm Employment



Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

As of March 2002, there were a total of 695 employers in Trempealeau County. The top ten private sector employers employ 42 percent of all workers working in Trempealeau County. That percentage has been steadily increasing over the course of the last five years. Six of the ten largest private employers are in the manufacturing industry. However, only four of the ten largest industries are in manufacturing.

In terms of employment, the production of furniture and fixtures is the largest industry within Trempealeau County. In 2002, there were five firms in that industry in Trempealeau County.

(Continued on page 7)



State of Wisconsin - Trempealeau County

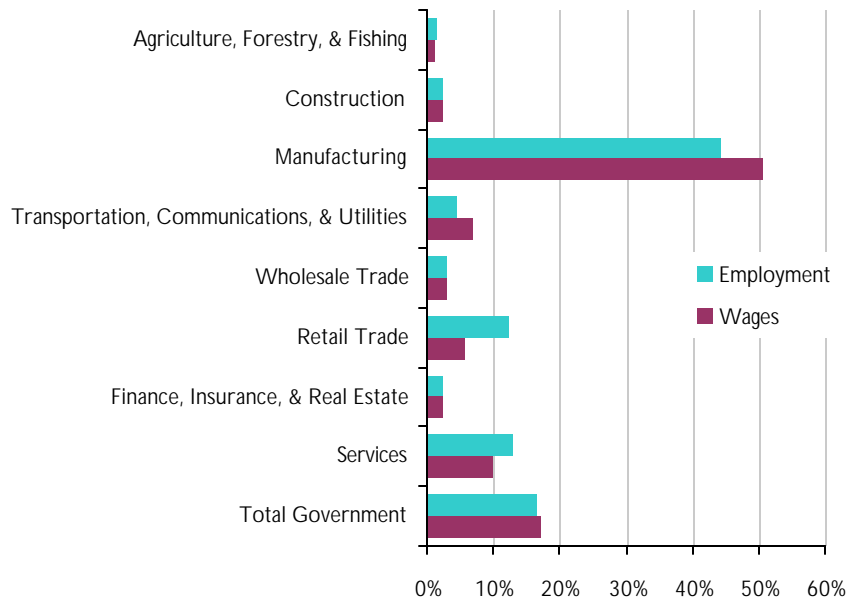
Manufacturing employment represents 44.3 percent of total employment and just over 50 percent of wages paid in Trempealeau County. Manufacturing's share of total employment is up by three percent in Trempealeau County as compared to last year. Overtime wages influence the total earnings of many manufacturing workers. In addition, entry level wages in manufacturing are higher than the entry level wages found in the retail trade and service sectors.

Retail trade employment represents 12.3 percent of employment, yet only seven percent of the wages paid in Trempealeau County. The wages in the retail industry represent a significantly smaller proportion of total wages than employment, because the industry employs a large number of entry-level workers and much of the employment is part-time.

At a little over 12 percent of total employment, Trempealeau County has one of the lowest employment levels in retail trade in the area. Many residents of Trempealeau County travel south to La Crosse, southwest to Winona, Minnesota, or north to Eau Claire to make major retail purchases. In addition, Trempealeau does not receive as much tourism revenue as some other areas in Wisconsin. In 2001, an average of \$2,106 per state resident was spent by tourists in Wisconsin. In Trempealeau during 2001, travelers spent only \$1,203 per county resident.

In Trempealeau County, all major industry divisions (except transportation) pay an average annual average wage lower than statewide average. The largest discrepancy appears in the finance, insurance and real estate industry (FIRE).

Employment & Wage Distribution by Industry Division



Annual Average Wage By Industry Division

	Trempealeau Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 24,791	\$ 30,922	80.2%	1.7%	25.1%
Agriculture, Forestry, & Fishing	\$ 20,240	\$ 22,565	89.7%	5.6%	8.9%
Construction	\$ 24,856	\$ 39,011	63.7%	4.7%	18.5%
Manufacturing	\$ 28,339	\$ 39,739	71.3%	0.5%	24.6%
Transportation, Communications, & Utilities	\$ 37,390	\$ 36,639	102.0%	2.5%	24.5%
Wholesale Trade	\$ 25,962	\$ 40,521	64.1%	-3.5%	23.2%
Retail Trade	\$ 11,560	\$ 14,596	79.2%	3.0%	20.6%
Finance, Insurance, & Real estate	\$ 24,154	\$ 40,933	59.0%	7.1%	20.3%
Services	\$ 19,497	\$ 28,775	67.8%	2.6%	36.3%
Total Government	\$ 25,952	\$ 33,785	76.8%	2.8%	16.6%

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*

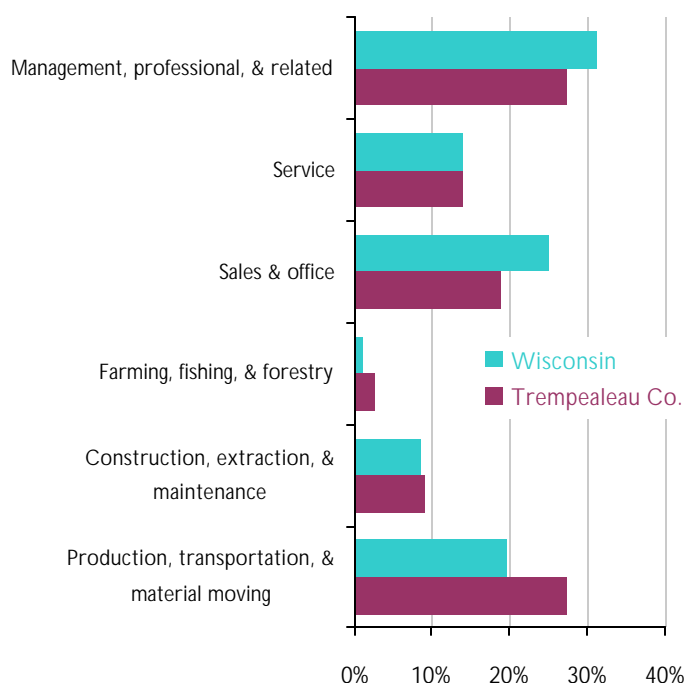


Occupation and Education Characteristics of County Population

Among the number of other characteristics of the Trempealeau County workforce that warrant discussion, two bear a significant impact on the county's economy. Both the distribution of occupational groups in the workforce and the educational attainment of the population restate the traditional focus of the county's industries and economy.

The occupational distribution of the county's working population, as detailed in Census 2000 shows a number of interesting trends. First, as compared to the state, as a whole, Trempealeau County has a higher percentage of workers engaged in production, transportation, and material moving occupations. This group, which represents more than a quarter of the working population reflects the significant importance of manufacturing industries in the county. Additionally, a higher percentage of workers are employed in the farming, fishing, and forestry industry in Trempealeau County than in the rest of the state. Conversely, a lesser percentage of workers are engaged in management, professional, sales, and office occupations in the county than in the state. The growth in service sector industries is reflected in the relatively high percentage of workers in service occupations, whose representation in the county roughly equals the state percentage. It is important to note at this point that these occupations cannot be correlated with spe-

Employment by Occupation Group: 2000

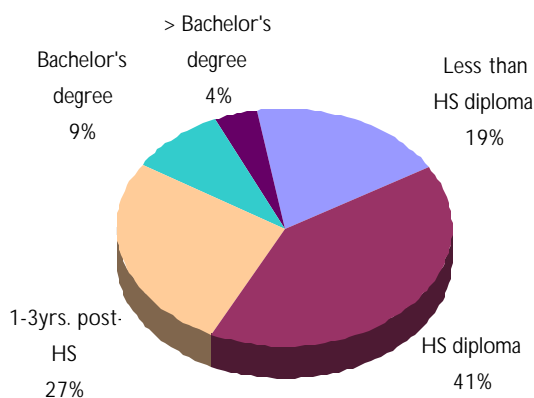


US Department of Commerce, Census 2000

cific industries. Therefore, any conclusions drawn with respect to industry growth are difficult to make and inexact.

The educational attainment of the Trempealeau County population aged 25 and older is represented in the distribution to the left. The first immediate conclusion to be drawn from this distribution is the high percentage of the population that lists the earning of a high school diploma as their highest level of education. This high percentage is common in areas with a strong concentration in manufacturing. Additionally, the significant percentage of the population who had completed between one and three years of education following high school, in contrast to those who have earned at least a bachelor's degree, is also typical of an economy with a traditional focus. It should be noted that the presence of the high number of individuals completing some postsecondary education can be attributed, in part, to the strong technical college system in the state.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*



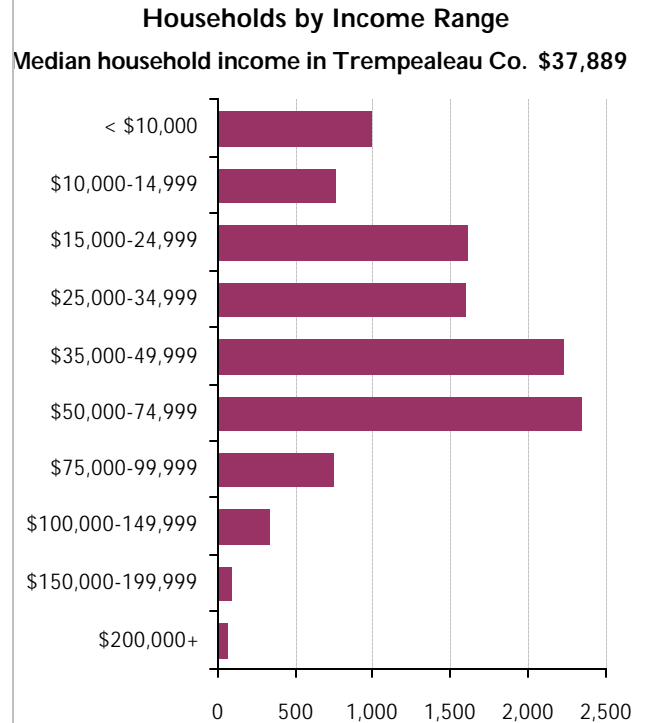
County Income Information

A final critical indicator of the health of the Trempealeau County economy is the income level, or level of economic wealth present in the county. This can be measured through a variety of means. The most popular means is through the calculation of the median household income.

In 2000, the median household income of Trempealeau County, which reflects earnings in 1999 was \$37,889. While higher than some of the rural counties that surround Trempealeau, it is lower than the state median level of \$43,791. An analysis of the distribution of income in the county, as illustrated in the chart to the right shows some trends that cause some concern. Of particular interest is the relatively low households with incomes above \$100,000. Conversely, the number of households with incomes less than \$25,000 is relatively high. In counties with a high median household income, this distribution is reversed.

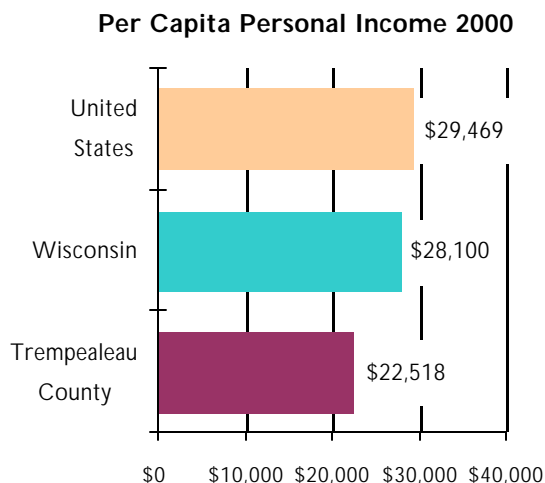
Another way to consider the income level present in Trempealeau County is to look at the number of individuals living in poverty in the county. In 1999, 4.9 percent of all families, 8.3 percent of individuals, and 16 percent of single mother families lived in poverty. All of these percentages are somewhat **lower** than the state average.

A final measure of income commonly used is per



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

capita personal income, which accounts for sources of income other than wages. In 2000, the PCPI of Trempealeau County was \$22,518, which is significantly lower than either the state or national level.



Source: US Department of Commerce, Bureau of Economic Analysis

